

**REMARKS**

Claims 1-39 are pending in the application for the Examiner's review and consideration. Claims 1, 6, 13, 18, 25, and 34 have been amended to further clarify the invention. No new matter has been added.

**CLAIM REJECTIONS UNDER 35 U.S.C. §102, §103**

Claims 1-4, 6-10, 12-16, 18-22, 24-32, and 34-39 were rejected under 35 U.S.C. §102(b) as being allegedly anticipated over How to Clean Practically Anything by Florman *et al.* ("Florman"). Further, Claims 5, 11, 17, 23, and 33 were rejected under 35 U.S.C. §103(a) as being unpatentable over Florman in view of U.S. Patent No. 4,775,935 to Yourick ("Yourick") and U.S. Patent No. 5,710,884 to Dedrick ("Dedrick"). Applicants respectfully traverse and obviate the rejection.

On pages 2-6 of the Office Action, it alleges that Florman discloses or suggests each of the steps of the current invention. Applicants respectfully submit that Florman does not teach each and every step of the invention in a single prior art reference. Further, Applicants submit that the combination of references cited herein does not teach or suggest each and every limitation of the present invention. Specifically, Florman does not teach, among other elements, fabric treatment compositions, laundry detergent compositions and/or the fabric conditioning compositions possessing one or more coordinated elements selected from a brand name, a characteristic ingredient, container graphics, containers, the dosages per container, a dye, a perfume, a trade dress, and a combinations thereof. *See, e.g.*, Specification, page 18, line 31 to page 19, line 2. Dedrick and Yourick do not cure the deficiencies of Florman.

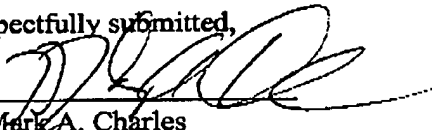
With regard to all claims not specifically mentioned, these are believed to be allowable not only in view of their dependency on their respective base claims and any intervening claims, but also for the totality of features recited therein.

All claims are believed to be in condition for allowance. Should the Examiner disagree, Applicant respectfully invites the Examiner to contact the undersigned attorney for Applicant to arrange for a telephonic interview in an effort to expedite the prosecution of this matter.

**CONCLUSION**

In view of the foregoing amendments and accompanying remarks, reconsideration of the application and allowance of all claims are respectfully requested. No fee is believed to be due for the amendments herein. Should any fee be required, please charge such fee to Procter & Gamble Deposit Account No. 16-2480.

Respectfully submitted,

By 

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